

WE CLAIM:

1. Apparatus for monitoring an audience member tuned to a broadcast program, comprising:

a portable audience monitoring unit adapted to be worn by the audience member, and including:

(a) means for detecting a signal corresponding to the broadcast program to which the audience member is tuned, and

(b) means for storing the detected signal;

means for outputting the detected signal stored in said audience monitoring unit; and

communication means for transmitting the outputted detected signal to a central processing station, wherein said communication means communicates with Cellular Digital Packet Data (CDPD).

2. A method for monitoring an audience member tuned to a broadcast program, comprising:

providing a portable audience monitoring unit adapted to be worn by the audience member;

detecting with said portable audience monitoring unit a signal corresponding to the broadcast program to which the audience member is tuned;

storing the detected signal;

outputting the detected signal stored in said audience monitoring unit; and

transmitting the outputted detected signal to a central processing station with communication means utilizing Cellular Digital Packet Data (CDPD) technology.

5 3. Apparatus for monitoring an audience member tuned to a broadcast program, comprising:

 a portable audience monitoring unit adapted to be worn by the audience member, and including:

 (a) means for detecting a signal corresponding to the broadcast program to
10 which the audience member is tuned, and

 (b) means for storing the detected signal;

 means for outputting the detected signal stored in said audience monitoring unit; and

 communication means for transmitting the outputted detected signal to a
15 central processing station, wherein said communication means communicates with a ReFLEX protocol.

4. A method for monitoring an audience member tuned to a broadcast program, comprising:

20 providing a portable audience monitoring unit adapted to be worn by the audience member;

detecting with said portable audience monitoring unit a signal
corresponding to the broadcast program to which the audience member is tuned;
storing the detected signal;
outputting the detected signal stored in said audience monitoring unit; and
5 transmitting the outputted detected signal to a central processing station
with communication means utilizing a ReFLEX protocol.